

**ABSTRACT**

A system and apparatus for facilitating the provision of realtime information to a Business-to-Business (B2B) engine by a telecommunications device within a telecommunications system. The telecommunications device, including a Subscriber Identification Module (SIM) card and an application unit therein, transmits the realtime information to the B2B engine. In a feature of the present invention, the application unit, being in communication with the SIM card, gathers and constructs a message containing the realtime information and transmits the realtime information to the B2B engine. Upon receipt of the realtime information, the B2B engine forwards the realtime information to an information service provider, which, in turn, provides content data/services to the telecommunications device.